



START UP VALUE PROPOSITION 2024



A VIBRANT
ECOSYSTEM

WHERE INNOVATION THRIVES

Cairo is no ordinary city, thanks to its abundance of talented individuals who are passionate about innovation and entrepreneurship, boasting a large pool of skilled workers who are well-educated in technology, engineering, and data analysis. This pool of talent has fueled the city's robust tech industry and well-established support network, making Cairo an attractive destination for both established companies and start-ups.



60%

Foreign Investors across over 500 start ups



1st

In deals closed according to Magnitt's 2022 Egypt Venture Capital Report, most in the MENA region with 160+.



20+

Innovation Hubs and Co-working spaces



20+ Spots

Cairo jumped 20 spots in the Emerging Ecosystems ranking in 2022.



Top 15

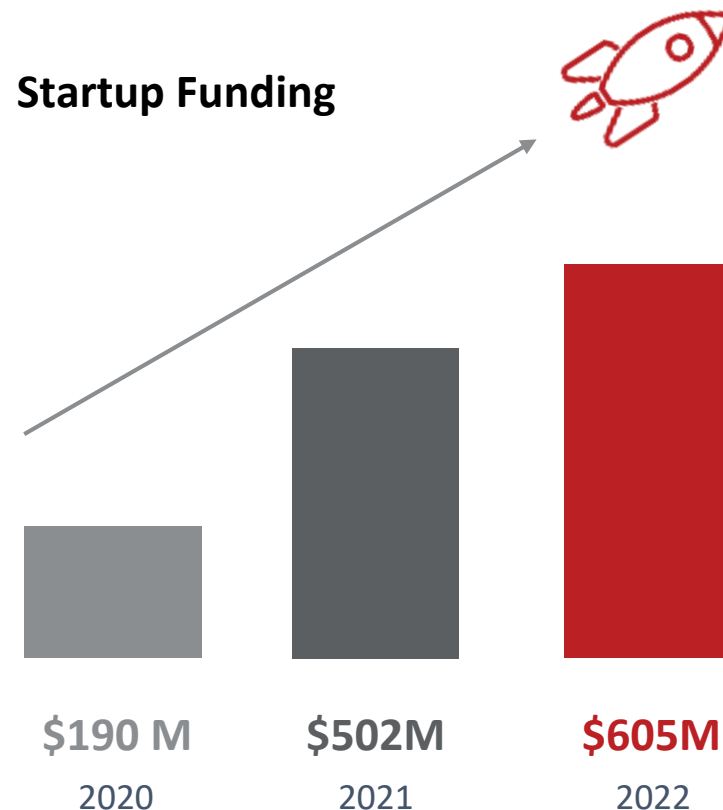
Global Emerging Startup Ecosystem in Funding



5th

Straight year with positive growth in start up funding

Startup Funding



WHERE INNOVATION THRIVES

Egypt has one of the fastest-growing startup scenes in the MENA region and is becoming a global competitor. According to a report from Startup Genome, Egypt is in the top ten global ecosystems with affordable talent and has a total ecosystem value of over \$1.2 billion. The start-up ecosystem has expanded to several subsectors such as e-commerce, fintech, and health tech. Startups in these sectors are developing innovative solutions to address challenges in their respective industries and driving economic growth and innovation in the country.

Startup Genome Rankings



Top 3

MENA ecosystem in Talent and Experience



Top 3

MENA ecosystem in Funding



2nd

MENA Startup Ecosystem in Knowledge

Subsector Strengths:



Fintech

In 2022, Egyptian FinTech startups attracted \$796.5 million in investments, with \$437.7 million in private equity and \$358.8 million in venture capital - a 28.7-fold increase over three years. The sector has gained significant attention from regional and international investors, reaching nearly 50% of total surveyed investments since 2020.

Egypt's FinTech ecosystem has grown more than fivefold in the last five years, now comprising 177 startups and PSPs across 14 sub-sectors. Notably, 30% of them have expanded into regional and global markets.



E-commerce

The E-commerce market has emerged as a significant player, currently ranking as the 41st largest globally, and it's poised for further growth. In 2022, online purchases accounted for 3.4% of Egypt's total consumer spending, and this share is projected to grow to 4.5% by 2025, indicative of the increasing trust and reliance on digital shopping channels. A remarkable 17.6% of funded startups in Egypt operate within the eCommerce sector, demonstrating the sector's substantial presence and attractiveness to investors and innovators alike.



Logistics & Transportation

Egypt currently has around 80 transportation initiatives in the pipeline, encompassing endeavors such as port enhancements, marine passenger terminals, and versatile multi-mode transport systems. Collectively, these endeavors are anticipated to require an investment of approximately \$6.6 billion. To bolster Egypt's logistics and transportation sector and promote the transition to low-carbon transport, the World Bank has given the green light to a \$400 million agreement.

Ecosystem by the Numbers

ECOSYSTEM VALUE
(H2 2020 - 2022)

\$8.3 bn



GLOBAL AVG. \$34.6 bn

NUMBER OF UNICORNS
(H2 2020 - 2022)

0



GLOBAL AVG. 4

SOFT. ENGINEER SALARY
(2022)

\$8 k



GLOBAL AVG. \$46 k

TIME TO EXIT
(2018 - 2022)

5.5 years



GLOBAL AVG. 9 years

TOTAL EARLY-STAGE FUNDING
(H2 2020 - 2022)

\$666 m



GLOBAL AVG. \$970 m

MEDIAN SEED ROUND
(H2 2020 - 2022)

\$200 k



GLOBAL AVG. \$821 k

EARLY-STAGE FUNDING GROWTH
(2019 - 20 VS. 2021 - 22)



Scale of 1 (lowest) to 10 (highest)

EXIT AMOUNT
(2018 - 2022)

\$3.1 bn



GLOBAL AVG. \$11.3 bn

ECOSYSTEM VALUE GROWTH
(H2 2020 - H2 2022 VS. H2 2018 - H2 2020)

102%



GLOBAL AVG. 47%

MEDIAN SERIES A ROUND
(H2 2020 - 2022)

\$7 m



GLOBAL AVG. \$6 m

TOTAL VC FUNDING
(2018 - 2022)

\$1.7 bn



GLOBAL AVG. \$6.6 bn

EXIT COUNT (#)
(2018 - 2022)

25

GLOBAL AVG. 91



2018 2019 2020 2021 2022



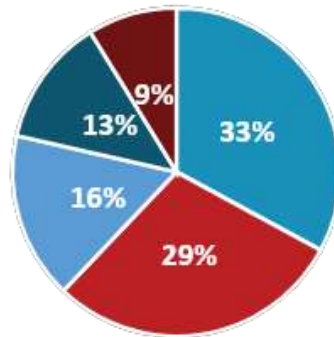
93.6%

of Egypt's tech startups are from Cairo

The year **2022** witnessed the fintech sector surging to prominence as the dominant industry, a noteworthy **19.8%** of the startups that secured funding, comprising 26 companies, belonged to the fintech sector. This impressive shift in focus shook up the established hierarchy, with e-commerce and retail tech, which had traditionally held the top spot in Egypt, taking a backseat and securing the second position with **17.6%** of the funded companies, totaling 23 in number.

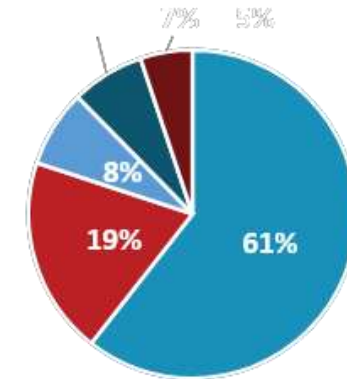
Egyptian funded startups, top 5 sectors

Fintech E-commerce E-health Logistics Ed-tech



Egyptian funded startups, top 5 sectors

Fintech E-commerce E-health Logistics Marketing



Egyptian tech startups by sector



FOSTERING ENTREPRENEURSHIP

Egyptian startups stand out as the frontrunners in Africa's entrepreneurial landscape when it comes to acceleration. An astonishing 38.6 percent of these startups have actively participated in a range of acceleration or incubation programs, a statistic that sets them far apart from their regional counterparts. This robust ecosystem of support has propelled many enterprises toward success. The Egyptian startups have ventured into the global arena by participating in renowned international accelerators such as Y Combinator, or 500 Startups. This international exposure has enriched their experience and positioned them as noteworthy global tech and startup ecosystem players. The success of Egyptian startups, both domestically and on the world stage, underscores the country's growing prominence in the world of entrepreneurship and innovation.

Incubators and Accelerators



ABOUT TIEC

TIEC, the Technology Innovation and Entrepreneurship Center, is a dynamic hub at the forefront of technological advancement and entrepreneurial empowerment. Our mission is to catalyze innovation, nurture creative minds, and drive economic growth through cutting-edge technology and entrepreneurial initiatives. TIEC serves as a vibrant ecosystem where innovation, technology, and entrepreneurship converge to create transformative solutions and drive forward-thinking ventures. Our objectives are rooted in providing support, resources, and a collaborative space for startups, inventors, and innovators to flourish. With a focus on fostering innovation, nurturing talent, and igniting the entrepreneurial spirit, TIEC is dedicated to shaping a brighter, technologically empowered future.

Egypt's supportive government has played a crucial role in creating a more lucrative business landscape in recent years by implementing business-friendly laws and initiatives to attract foreign investment, support more start-ups, and improve the ease of doing business in the country.



EMPOWERING ENTREPRENEURSHIP



ITIDA's Technology Innovation & Entrepreneurship Center acts as a catalyst for the entrepreneurial ecosystems in the Egyptian Market. TIEC provides end-to-end support such as raising awareness in universities and ideation camps, and pre-incubation/incubation programs such as providing office spaces, seed funding, mentoring, and networking. Marketing and connecting with international/regional VCs, International Events program, supporting startups participation within Egypt's pavilion in events such as CES, Web Summit, GSMA's 4YFN, and GITEX, and a dedicated "She" program supporting early-stage women entrepreneurs operating in the ICT industry.



Individuals Trained

498424

Trainees



Ideas Generated

6944

Ideas



Entrepreneurs Supported

11518

Entrepreneurs



Startups Supported

2054

Startups



Jobs Created

59953

Jobs

tiec

in **numbers**



Startups Established

397

Startups



SMEs Supported

251

SMEs



Finance Accessed

45

M. USD



Innovation Clusters & Hubs

14

2 Clusters / 12 Hubs



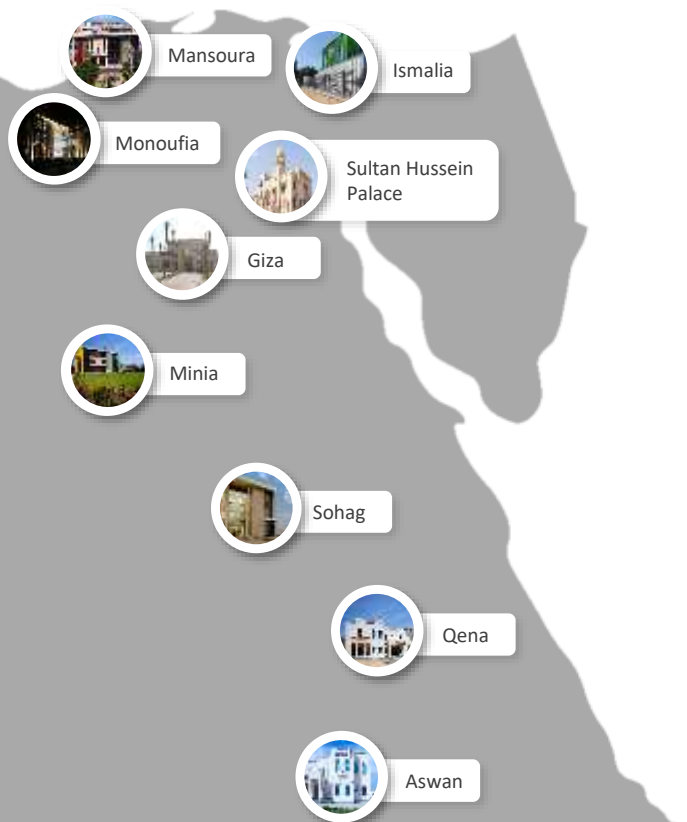
Ecosystem engagement

1447

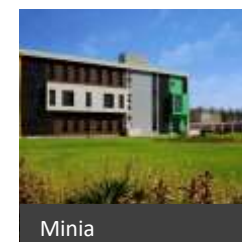
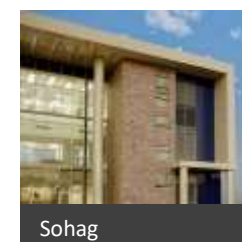
579 Entities/868
Individuals

BEYOND THE CAPITAL

The Creativa innovation hubs are located inside 9 universities in 6 different governorates highlighting the important role both universities and governments play in encouraging entrepreneurship and innovation among the community. These inviting spaces are ideal for ideation, interacting with mentors, co-working and team meetings, networking events, workshops, venture demos, and product launches, as well as other collaborative activities.



12 Unique Co-working Spaces and growing



CONTACT US



ITIDA, the ultimate hub for kickstarting and supporting start-ups in Egypt.

Our mission is clear: to ignite the startup scene, elevate skill sets, expand IT exports, and open up new markets for micro, small, and medium-sized enterprises in the tech sector.

At ITIDA, we're not just shaping the future of tech in Egypt; we're empowering startups to take on the world.

Join us in this exciting journey, and let's build the future of tech together.

Call us:

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